Contents

/Advertising at Munich Airport!

AIRPORT Classics

More than just classical out-of-home formats: Deliver your targeted campaigns using the eye-catching digital and analog spaces at Europe’s first five-star airport. The wide-ranging Airport Classics options extend from light boxes and CLPs to the airport’s digital flight information boards, and from totems and free-standing 6-sheets to welcome mats. This ensures effective placement of your message with passengers, guests and well-wishers across the entire airport campus.

Analog media
- Digital media

AIRPORT Specials

Use the spacious architecture and the extra-ordinary advertising and branding opportunities to capture the enormous potential reach of this international hub to efficiently target your intended audience. The advertising spaces available here are an ideal choice for communicating your messages and effectively reaching your potential customers at high-traffic locations with long target exposures – from the glass balustrades in the arrivals area to the baggage conveyors and the gigantic posters outdoors.

Branding
- Luggage belt advertising
- Giant posters

Brand Experience

Inspire your customers throughout the passenger journey: The innovative advertising platforms, from the curbside drop-off to the departure gate, offer ideal touch points where you can bring your brand to life with unique presentation concepts. The MAC Forum and the Munich Airport Center maximize the scope for impressive product presentations.

The exclusive exhibition, promotion and event spaces are guaranteed to leave a lasting impression with your target group.

Truly unique: The Terminal 2 showroom offers companies a space where they can deliver brand messages, communicate innovative ideas and sell products.

Promotion spaces
- Exponat spaces
- Event spaces
From "the classics" to 360° cross-media campaigns: With over 700 advertising spaces and special placement opportunities, Munich Airport is the ideal location to showcase brands amid special surroundings. Our clean advertising concept guarantees exclusive attention thanks to careful selected advertising locations and their coherent embedding in the noble airport architecture. All advertising spaces are in the immediate walking distance or at locations with a high dwell time of passengers. The backlighting of our high-quality spaces also ensures special visibility and increased perception. Europe's first five-star airport ranks among the world's top air travel hubs. And the target group's above-average purchasing power and strong receptivity to brands qualify it as a premium environment for advertisers. With its numerous resident DAX companies, Munich Airport achieves the highest stock market value in Germany and is considered as a top business location.

Thanks to innovative advertising platforms, companies can reach vacationers, business travellers and decision makers along the entire passenger journey – from the curbside drop-off to the departure gate. In addition, the airport offers much more than the conventional out-of-home formats: From digital formats such as the high-attention take-off boards to the exclusive branding of whole areas and a showroom for promotions to brand stagings via events.

The exclusive architecture, prestigious surroundings and premium service are also reflected in the time spent here by passengers. The average duration of two hours high and effective dwell times – which is exactly what advertisers are looking for.
Munich Airport is connected by road and rail from the East and West. The entire facility and individual areas offer excellent orientation, clarity and system understanding for all passengers in each direction.

The "Terminal 1 area" includes the Munich Airport Center (MAC) as well as the MAC Forum, alongside the four structurally-identical terminal modules (A, B, C, D/E).

Terminal 2 is used exclusively by Lufthansa and Star Alliance. Terminal 2 is subdivided into Levels. These are used differently depending on the flight destinations: flights within Germany and to or from the EU are separated from inter-continental and non-EU departures.

The additional building, designed as an extension to Terminal 2 and located on the apron of Terminal 2, is architecturally and technically state-of-the-art.

All private planes take off and land in the General Aviation Terminal (GAT).

All passengers use the central check-in and baggage claim in Terminal 2. After passing through the central security checks in Terminal 2, passengers will reach the satellite using an underground shuttle.
AIRPORT Classics

Analog media

Digital media
AIRPORT Classics
Analog media

Lightboxes

CLP cabinets (individual areas and advertising networks)
Lightboxes
Lightbox package
business parker

MAC Forum, Entrance P20, Level 03

At Munich Airport, business car park P20 is the central car park for the Star Alliance Terminal 2. If a passenger wishes to get to car park P20 after arriving in Terminal 2, he will generally go over the MAC Forum. Installed in this thoroughfare is an ensemble of two lightboxes which visually dominates this area.
Lightbox package business parker

Format:
A combination of two lightboxes in horizontal format.
Left lightbox: approx. 10.50 m x 3.00 m (WxH)
Right lightbox: approx. 8.30 m x 3.00 m (WxH)

Number: 2 LB

Material:
Vinyl or backlit film (fire protection category B1)

Production:
Production for both lightboxes: €2,780**

Additional costs:
Assembly and disassembly for both lightboxes: €980**

<table>
<thead>
<tr>
<th>Price package*</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
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*plus the statutory sales tax, AE: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.
The oversized lightboxes are positioned very prominently on the interior and exterior next to the two central entrances/exits to the Munich Airport Center and the MAC Forum. The entrances and exits are used chiefly by passengers of Lufthansa and Lufthansa partners, departing from or arriving in Terminal 2, to reach the many retail areas and restaurants, as well as the Munich Airport Center car rental centre.
Lightboxes glass frontage Munich Airport Center

**Format:**
approx. 3.60 m x 4.00 m (WxH)

**Number:** 2 LB

**Material:**
Following consultation (fire protection class A2)

**Production:**
€3,740** for both lightboxes

**Additional costs:**
Assembly and disassembly for both lightboxes: €980**

<table>
<thead>
<tr>
<th>Price package*</th>
<th>1 month</th>
<th>3 months</th>
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*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.
Airspace lightbox package
central area
Munich Airport Center

MAC, Level 03

Our airspace lightbox area in the Munich Airport Center between Terminal 1 and 2 is characterised by very high visitor numbers. It is where the S-Bahn station, main information and public shopping area are located, along with the travel market and rental car centre. The size and positioning of the airspace lightboxes, both sides of which can be used, make them particularly eye-catching in the airport visitors’ route.
Airspace lightbox package central area Munich Airport Center

Format: approx. 2.40 m x 3.50 m (WxH)

Number:
Package east: 2 LB (two-sided)
Package west: 2 LB (two-sided)

Material:
Film B1 (fire protection category B1)

Production:
€1,660** for both lightboxes

Additional costs:
Assembly and disassembly for both lightboxes: €1,220**

Price package (2 LB east or west)*

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<th></th>
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<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
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</tbody>
</table>

* plus the statutory sales tax, AE: 10%
** production and change assembly costs are at the expense of the client and commissioned by Munich Airport.

Plus the statutory sales tax.
Our large format in the passage from the Munich Airport Center to the module A/B of terminal 1 attracts visitors' full attention. One diagonal corridor connects Terminal 1 with the S-Bahn and the Munich Airport Center, in which there are many individual shops and restaurants as well as the rental car centre.
Lightboxes passage to module A/B

Special format:
Width 1: approx. 19.56 m (top)
Width 2: approx. 19.61 m (bottom)
Height 1: approx. 2.43 m (left)
Height 2: approx. 3.72 m (right)

Number: 1 LB

Material:
Banner (fire protection category B1)

Production:
€3,480** incl. sewing work

Additional costs:
Assembly and disassembly: €580**

<table>
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</tbody>
</table>

*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport.
Plus the statutory sales tax.
Lightboxes passage to modules C/D/E

MAC, Level 03

Our large formats in the passage from the Munich Airport Center to the module C/D/E of terminal 1 attract visitors’ full attention. The diagonal corridor connects Terminal 1 with the S-Bahn and the Munich Airport Center, in which there are many individual shops and restaurants as well as the rental car centre. You can book four laterally-positioned wall spaces in the thoroughfares, and position a series of visuals next to each other to increase visibility.
Lightboxes passage to modules C/D/E

**Format:**
approx. 3.60 m x 1.75 m (W x H)

**Number:** 4 LB

**Material:**
Backlit plane (fire protection class B1)

**Production:**
€1,200** for four lightboxes

**Additional costs:**
Assembly and disassembly of the four lightboxes: €960**

<table>
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</tbody>
</table>

*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport.

Plus the statutory sales tax.
Our lightboxes on the staircases to Level 04 are unmissable. Those coming up, accessing Terminal 2 via the car park or from the S-Bahn via the MAC Forum change from Level 03 to Level 04 in order to reach the central Check-in hall. There is a lightbox opposite each of the two staircases which connect the two levels. Your advertising message stays in travellers’ view for a particularly long time whilst they are on the escalator.
Lightbox package staircase

**Format:**
approx. 9.20 m x 2.35 m (WxH)

**Number:** 2 LB

**Material:**
Backlit plane (fire protection class B1)

**Production:**
€1,980** for both lightboxes

**Additional costs:**
Assembly and disassembly for both lightboxes: €1,280**

### Price package* 1 month 3 months 6 months 1 year

€35,280 €88,200 €147,000 €245,000

*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport.
Plus the statutory sales tax.
All passengers pass the central security check area in Terminal 2 before departure. After the control points, the oversized lightbox is positioned in the central field of vision of all passengers flowing in the direction of the departure gates, making it a real eye-catcher.
Lightbox balustrade behind security check area

Format:
50.00 m x 1.75 m (WxH)

Number: 1 LB

Material:
Backlit plane (fire protection class B1)

Production. Assembly and disassembly:
on request

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<tr>
<th>Price*</th>
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<th>1 year</th>
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<tbody>
<tr>
<td>€279,000</td>
<td>€465,000</td>
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</tbody>
</table>

*plus the statutory sales tax, AE: 10%
After the security check, all passengers have to pass through passport control before they reach the various shopping opportunities and their departure gates for non-Schengen destinations in Level 05, Terminal 2. The oversized lightbox is located above passport control, in the centre of the field of vision of all international premium target groups that go through passport control.

Terminal 2, Level 05

Lightbox balustrade passport control
Lightbox balustrade passport control

Format:
approx. 40.00 m x 1.20 m (WxH)

Number: 1 LB

Material:
Backlit plane (fire protection class B1)

Production:
Upon request

Additional costs:
Assembly and disassembly upon request

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<tr>
<th>Price*</th>
<th>6 months</th>
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<tr>
<td>€132,000</td>
<td>€220,000</td>
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*plus the statutory sales tax, AE: 10%
There is a wide selection of shops and bistros, as well as restaurants, in the Plaza area on Level 04. In the north area of the Plaza, directly next to the entrance to the Lufthansa First Class Lounge and the restaurant “4URBS”, the passenger passes this impressive advertising space on the main route in the direction of the North Pier. The size and positioning of the lightbox means that it dominates this area.
Lightbox First Class Lounge

**Format:**
approx. 2.77 m x 3.04 m (WxH)

**Number:** 1 LB

**Material:**
Backlit plane (fire protection class B1)

**Production:**
€440**

**Additional costs:**
Assembly and disassembly: €460**

<table>
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*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport.
Plus the statutory sales tax.
Our lightboxes in the Plaza area on Level 04 enjoy undivided attention. Your advertising message is ideally located at the transitional points from the Plaza to the North and South Piers. Both departing passengers on their way to the gates and incoming passengers on their way to the baggage claim pass his location. These unique advertising media enjoy an unrivalled position and cannot be missed by the majority of passengers on Level 04.

Lightbox package Plaza

Terminal 2, Level 04
Lightbox package Plaza

**Format:**
approx. 8.20 m x 1.80 m (WxH)

**Number:** 2 LB

**Material:**
Backlit plane (fire protection class B1)

**Production:**
€1,740** for both lightboxes

**Additional costs:**
Assembly and disassembly for both lightboxes: €1,040**

<table>
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*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.
With these high attention Megasize lightboxes your message is clearly visible to Lufthansa and Star Alliance Schengen passengers, passing on their way to the gates. (Travel destinations on Level 04 are within Germany and the EU). Your advert will also be seen by passengers as they arrive, on their way to the baggage claim.
Megasize lightbox package moving walkways

**Format:**
27.00 m x 1.80 m (WxH)

**Number:** 2 LB

**Material:**
PVC-covered polyester texture (fire protection class B1)

**Production:**
€6,440** for both lightboxes

**Additional costs:**
Assembly and disassembly for both lightboxes:
€2,540**

<table>
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*plus the statutory sales tax, AE: 10%

** production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.
Passengers flying with Lufthansa and its Star Alliance partners register your advertising message after passing the security checkpoint on their way to the gates (travel destinations on Level 05 are countries outside the EU). Your advert will also be seen by passengers as they arrive, on their way to the baggage claim.

Terminal 2, Level 05

Lightbox package moving walkway
Lightbox package moving walkway

Format:
approx. 2.40 m or 3.60 m x 1.75 m (WxH)

Number:
North Pier 1 moving walkway: 2 LB
South Pier 1 moving walkway: 2 LB

Material:
Backlit plane (fire protection class B1)

Production:
€620** for both lightboxes

Additional costs:
Assembly and disassembly for both lightboxes: €480**

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<thead>
<tr>
<th>Price package (1 LB North Pier, 1 LB South Pier)*</th>
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<td>€66,000</td>
<td>€110,000</td>
</tr>
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</table>

*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport.
Plus the statutory sales tax.
You will also reach a high number of passengers with the two airspace light boxes in Terminal 2. The airspace light boxes are clearly visible both for all departing passengers in the area of the South and North Check-in hall, and for all incoming passengers on their way to baggage claim. Your message will therefore penetrate the public and non-public area.
Airspace lightbox package exit baggage claim/Check-in hall

**Format:**
approx. 9.00 m x 3.00 m (WxH)

**Number:** 2 LB

**Material:**
Following consultation (fire protection class A2)

**Production:**
€8,520** for both lightboxes

**Additional costs:**
Assembly and disassembly for both lightboxes:
€2,760**

<table>
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*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.
All passengers arriving in the terminal building on Level 04 (destinations within Germany and the EU) enter the baggage claim via two staircases and reach a central exit. There is one lightbox prominently positioned in each one of the two corridors that lead from Level 04 to the exit staircases.

**Terminal 2, Level 04**

Lightboxes access baggage claim
Lightboxes access baggage claim

Format:
approx. 3.60 m x 1.75 m (WxH)

Number: 2 LB

Material:
Backlit plane (fire protection class B1)

Production:
€620** for both lightboxes

Additional costs:
Assembly and disassembly for both lightboxes:
€580**

<table>
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*plus the statutory sales tax, AE: 10%

** production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.
Lightbox package
arrivals non-EU

Terminal 2, Level 06/05

The light boxes in terminal 2 exclusively achieved for all arriving passengers from non-EU countries [Exception: USA, Canada; UK]. The first contact and placed conspicuously on the descending stairs, these light boxes are the first option, to reach a highly exciting target group, for example the Asian countries and to welcome them in Munich.
Lightbox package arrivals non-EU

Format:
approx. 3.60 m x 1.75 m (WxH)

Number: 2 LB

Material:
Backlit plane (fire protection class B1)

Production:
€620** for both lightboxes

Additional costs:
Assembly and disassembly for both lightboxes:
€1,720**

Price package*

<table>
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<td>€19,800</td>
<td>€33,000</td>
<td>€55,000</td>
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*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.
Our lightboxes above the luggage belt in baggage claim in Terminal 2 are the focus of waiting travellers’ attention. All passengers reach the baggage claim via hall accesses at the north and south ends. They then head towards the centre of the hall to reach the central exit. Our large-format lightboxes line the route on both sides and attract the interest of your potential customers.
**Lightboxes baggage belt**

**Format:**
LB 4-5 / 8-10  
approx. 9.55 m x 2.00 m (WxH)

**Number:** 5 LB

**Material:**
Backlit plane (fire protection class B1)

**Production:**
€900** per lightbox

**Additional costs:**
Assembly and disassembly per lightbox

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*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport.**

Plus the statutory sales tax.
Lightbox central exit baggage claim

Terminal 2, Level 03

The lightbox and space for all branding is opposite the luggage belts between the two exit corridors. This is the ‘eye of the needle’ in the arrivals area, as all incoming passengers use this point to leave the baggage claim. The space can either be used as a lightbox or in the form of a wall branding, custom-created and on a 3D basis.
Lightbox central exit baggage claim

Format:
approx. 9.60 m x 2.60 m (WxH)

Number: 1 LB

Material:
For a lightbox: backlit plane, for wall branding: custom (minimum fire protection category B1)

Production:
€1,270**

Additional costs:
Assembly and disassembly:
€640**

Miscellaneous:
The client performs assembly if an individual wall branding is used

<table>
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*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.
A total of six light-up wall boxes are placed in prominent locations on the PTS platforms in Terminal 2 and the satellite. Since the train (PTS) is the only way to travel from Terminal 2 to the satellite and vice versa, your adverts will accompany all passengers. By making use of this advertising space, your brand will benefit from the time that passengers spend waiting for the trains to arrive.
Lightbox package SAT shuttle

Format:
Lightboxes Terminal 2:
4.80 m x 1.73 m (WxH) (2x)
4.63 m x 1.20 m (WxH)
5.08 m x 1.20 m (WxH)

Satellite lightboxes:
4.80 m x 1.59 m (WxH) (2x)

Number:
Terminal 2: 4 LB
Satellite: 2 LB
[locations are not visualized in plan]

Material:
Following consultation (fire protection class A1)

Production:
€3,480** for six lightboxes

Additional costs:
Assembly and disassembly for six lightboxes: €3,120**

Price per package*  1 month  3 months  6 months  1 year

€37,440
€93,600
€156,000
€260,000

*plus the statutory sales tax, AE: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport.
Plus the statutory sales tax.
Megasize lightbox package SAT shuttle

Satellite, Level 02–05

The two extra-large light-up wall boxes in the stairway area of the satellite building are sure to catch the eye of all non-Schengen passengers. Your brand’s campaign will accompany passengers alongside the escalator as they travel from the station on Level 02 up to Level 05. Your adverts will be spread across almost 160 m², the ideal way to attract passengers’ attention. This unique dimension and unusual advertising format means that you can be sure to leave a lasting impression.
# Megasize lightbox package SAT shuttle

## Format:
- 9.10 m x 17.40 m (WxH)

## Number:
- 2 LB

## Material:
- Following consultation (fire protection class A1)

## Production:
- €23,460 ** for both lightboxes

## Additional costs:
- Assembly and disassembly for both lightboxes: €5,060**

## Miscellaneous:
- Scene change or disassembly / assembly must be announced with a lead time of 15 days

## Price per package*

<table>
<thead>
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<th></th>
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<td>€260,000</td>
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*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.
Airspace objects GAT

General Aviation Terminal

All private planes take off and land in the General Aviation Terminal. This makes it possible that you can address a very exclusive target group. Both airspace objects are located centrally in the building and stand out with their present position.
Airspace objects GAT

Format:
2.40 m x 3.50 m (WxH)

Number: 2 objects (two-sided)

Material:
Following consultation

Production:
€630** per object

Additional costs:
Assembly and disassembly per object: €940**

<table>
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<th>Price per object*</th>
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<tr>
<td>€14,400</td>
<td>€36,000</td>
<td>€60,000</td>
<td>€100,000</td>
<td></td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.
CLP cabinets
Our CLP cabinets enjoy an ideal position in the MAC Forum. The three double-sided Colorama cabinets are directly in front of the entrances and exits of Terminal 2. In this area, your advertising message will mainly reach passengers who travel to and from the airport by S-Bahn or car, as well as all visitors to the MAC Forum.
CLP cabinets Forum Munich Airport Center

Format:
1,150 mm x 1,710 mm (WxH)

Number:
3 cabinets [two-sided]

Material:
Wood-free paper 135-150 g/m², matt-coated, whole area printed or film

Production:
€360** for three cabinets [two-sided]

Additional costs:
Assembly and disassembly for three cabinets: €150**

Illumination:
Backlit

Posters may only be delivered in rolls, not on pallets. Please provide us with explicit instructions if the posters are to be reused. Otherwise they will be disposed of by Munich Airport after the booking expires. The posters will be returned at the client’s expense.

Price package* 1 month 3 months 6 months 1 year

€12,170 €30,420 €50,700 €84,500

*plus the statutory sales tax, AE: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport.
Plus the statutory sales tax.
CLP cabinets lounges

Terminal 2, Level 04

Our backlit Colorama cabinets are positioned so that they are the direct focus of your target group on Level 04 of Terminal 2. The CLP cabinets, of which there are two in total, are prominently positioned close to the entrance to the Lounges. As a result, contact is guaranteed not only with Lounge guests; but all Schengen passengers on their way to the South Pier will also see your message.
CLP cabinets lounges

Format:
1,150 mm x 1,710 mm (WxH)

Number:
2 cabinets (two-sided)

Material:
Wood-free paper 135-150 g/m², matt-coated, whole area printed or film

Production:
€120** per cabinet (two-sided)

Additional costs:
Assembly and disassembly per cabinet: €50**

Posters may only be delivered in rolls, not on pallets. Please provide us with explicit instructions if the posters are to be reused. Otherwise these will be disposed of by the Airport after the booking expires.
These will be returned at the client’s expense.

Price*

<table>
<thead>
<tr>
<th></th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>per cabinet</td>
<td>€12,670</td>
<td>€31,680</td>
<td>€52,800</td>
<td>€88,000</td>
</tr>
<tr>
<td>package</td>
<td>€22,170</td>
<td>€55,440</td>
<td>€92,400</td>
<td>€154,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 16%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport.
Plus the statutory sales tax.
Our CLP network sites in the Terminal 2 passenger boarding bridges are directly in your target group’s eyeline. Passengers generally enter the plane via Level 04 for flights within the EU. Our prominently-placed CLP cabinets are visible even from the gate, and are directly en route for the passengers. The network consists of eight cabinets on the middle passenger boarding bridges.
CLP network passenger boarding bridges

Format:
1,150 mm x 1,710 mm (WxH)

Number: 8 cabinets

Material:
Wood-free paper 135-150 g/m², matt-coated, whole area printed or film

Production:
€60** per cabinet

Additional costs:
Assembly and disassembly per cabinet: €50**

Posters may only be delivered in rolls, not on pallets. Please provide us with explicit instructions if the posters are to be reused. Otherwise, these will be disposed of by the Airport after the booking expires. These will be returned at the client’s expense.

Price*

<table>
<thead>
<tr>
<th></th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€16,560</td>
<td>€41,400</td>
<td>€69,000</td>
<td>€115,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. After consultation, it is possible to deviate from this at production. Plus the statutory sales tax.
It is possible to address your target group with pinpoint accuracy with our Colorama cabinets in front of the Senator/Business Lounge and the Lufthansa First Class Lounge on Level 05 (Non-Schengen flights). Four CLP cabinets are positioned around the entrance area to the Lounges. Four single-sided CLP cabinets are also positioned in the access corridor to the Senator/Business Lounge and are ideal for targeting Lounge visitors.
CLP cabinets lounges

Format:
1,150 mm x 1,710 mm (WxH)

Number:
4 cabinets

Material:
Wood-free paper 135-150 g/m², matt-coated, whole area printed or film

Production:
€120** per cabinet (two-sided)
€60** per cabinet (one-sided)

Additional costs:
Assembly and disassembly per cabinet: €50**

Posters may only be delivered in rolls, not on pallets. Please provide us with explicit instructions if the posters are to be reused. Otherwise these will be disposed of by the Airport after the booking expires. These will be returned at the client’s expense.

<table>
<thead>
<tr>
<th>Price per cabinet*</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€5,900</td>
<td>€14,760</td>
<td>€24,600</td>
<td>€41,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.
CLP cabinet GAT

General Aviation Terminal

All private planes take off and land in the General Aviation Terminal. This makes it possible that you can address a very exclusive target group. A two-sided CLP cabinet is located next to the access road in front of the GAT.
CLP cabinet GAT

Format:
1,150 mm x 1,710 mm (WxH)

Number:
Priority area: 1 cabinet [two-sided]

Material:
Wood-free paper 135-150 g/m², matt-coated, whole area printed or film

Production:
€120** per cabinet

Additional costs:
Assembly and disassembly: €50**

Posters may only be delivered in rolls, not on pallets. Please provide us with explicit instructions if the posters are to be reused. Otherwise they will be disposed of by Munich Airport after the booking expires. The posters will be returned at the client’s expense.

Price*:

<table>
<thead>
<tr>
<th></th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€25,200</td>
<td>€63,000</td>
<td>€105,000</td>
<td>€175,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
** production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.
CLP network approach area

The CLP changer enjoy the passengers full attention in the access roads at Munich Airport. With these centrally positioned cabinets you can address all passengers who access or leave Terminal 1 and 2 by car or taxi, as well as passengers who use public transport. Because of the variety of spaces you generate valuable multiple contacts and leave a lasting impression with your advertising campaign.
CLP network approach area

**Format:**
1,150 mm x 1,710 mm (WxH)

**Number:**
55 locations throughout the network (79 spaces)
31 cabinets (single-sided)
24 cabinets (two-sided)

**Material:**
CLP paper [for a notice period of max. two weeks]
CLP PVC [for a notice period of up to four months]

**Production:**
CLP paper: €4,950** of 79 spaces
CLP PVC: €6,970** of 79 spaces

**Additional costs:**
Assembly and disassembly: €950**

**Price*:**

<table>
<thead>
<tr>
<th></th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>€48,240</td>
<td>€120,600</td>
<td>€201,000</td>
<td>€335,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport.
Plus the statutory sales tax.
AIRPORT Classics
Digital Media

Digital Portrait

Digital Landscape
Digital Portrait
Elevator monitors
business parker

Car park P20

Your advertising message is located at one of the first and last touchpoints of the passenger journey. In the airport’s largest and most exclusive car park, you will reach a premium target group of luxury drivers and business travellers on their journey into the terminals and on their way home. As well as the competition-free, high-visibility broadcast of moving images, there is also the option to fully brand one or more cabins with a combination of physical and digital advertising. All nine lifts in P20 (6 cabins in the north, and 3 in the south) are equipped with a total of 25 monitors (size: 32”).
## Elevator monitors business parker

**Format:** 32”

**Number:**
25 monitors in 9 lifts

**Ad/fade-in length:**
10-, 15-, 20-, or 30-seconds
Trailered to the client, minimum fade-in length: 10 seconds

**Operating time:**
24 hours per day, 365 days/year

**Resolution:**
Moving image | Animation | Still image
9:16, 1080 px x 1920 px (WxH)

**File formats:**
Still image: JPG
Moving image: wmv/VC1 (approx. 10Mbits/s)

**Equipment:**
Broadcast without sound

**Production:**
Commissioned by and at the expense of the client.

**Miscellaneous:**
Clearance and installation by Flughafen München GmbH (subject to a 10% airtime share for FMG content)

<table>
<thead>
<tr>
<th>Price*</th>
<th>1 week</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>For full use of all monitors in all nine lifts:</td>
<td>€4,250</td>
<td>€14,240</td>
<td>€35,600</td>
<td>€59,340</td>
<td>€98,900</td>
</tr>
</tbody>
</table>
| For full branding (physical advertising) of a cabin: | €8,350 | €20,880 | €34,800 / per cabin | €58,000 / per cabin | | (only possible in combination with full use)

*plus the statutory sales tax, AE: 10% / p. c (per cabin)
Schengen columns package

Terminal 2 + Satellite, Level 04

With this package, you can reach all Schengen passengers without exception who depart and arrive in Terminal 2 or in the satellite on level 04. Placed in the direct path and partly in the immediate vicinity of the lounges, you are guaranteed to reach your target group with these prominently placed steles.
Schengen columns package

Format: 42”
Number:
Terminal 2: 6 columns
Satellit: 15 columns
Ad/fade-in length: 10-seconds
Operating time:
18 hours (5:00 – 23:00), 365 days/year
Resolution:
Moving image | Animation | Still image
9:16, 1080 px x 1920 px (WxH)
File formats:
Still image: JPG
Moving image: wmv/VC1 (approx. 10Mbits/s)
Equipment:
Broadcast without sound
Production:
Commissioned by and at the expense of the client
Miscellaneous:
Clearance and installation by Flughafen München GmbH

Minimum booking volume 1 week**

<table>
<thead>
<tr>
<th>Price*</th>
<th>1 week</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 of the advertising volume</td>
<td>€9,500</td>
<td>€33,120</td>
<td>€82,800</td>
<td>€138,000</td>
<td>€230,000</td>
</tr>
<tr>
<td>Exclusive occupancy</td>
<td>€28,500</td>
<td>€99,360</td>
<td>€248,400</td>
<td>€414,000</td>
<td>€690,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
**Every additional day €1,590
Plaza columns

Terminal 2, Level 04

Our digital columns are directly in the focus of your target group in the central plaza area on level 04 of Terminal 2. The total of six double-sided steles are prominently placed near the entrance to the lounges and in the direct path of our passengers. In this area, contact is not only guaranteed with business passengers, but also with all Schengen passengers on their way to the south and north piers. Address your target group on their way and reach them specifically thanks to moving images.
Plaza columns

**Format:** 42"

**Number:** Total 6 columns [two-sided]

**Ad/fade-in length:** 10-seconds

**Operating time:**
18 hours (5:00 – 23:00), 365 days/year

**Resolution:**
Moving image | Animation | Still image
9:16, 1080 px x 1920 px (WxH)

**File formats:**
Still image: JPG
Moving image: wmv/VC1 [approx. 10Mbits/s]

**Equipment:**
Broadcast without sound

**Production:**
Commissioned by and at the expense of the client

**Miscellaneous:**
Clearance and installation by Flughafen München GmbH

<table>
<thead>
<tr>
<th>Price*</th>
<th>1 week</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 of the advertising volume</td>
<td>€7,500</td>
<td>€25,920</td>
<td>€64,800</td>
<td>€108,000</td>
<td>€180,000</td>
</tr>
<tr>
<td>Exclusive occupancy</td>
<td>€22,500</td>
<td>€77,760</td>
<td>€194,400</td>
<td>€324,000</td>
<td>€540,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
**Additional days €1,240
Welcome columns

Terminal 2, Level 03

If you get into the Terminal 2 or satellite building from the Munich Airport Center, you enter our central and heavily frequented entrance area. At the north and south entrance, five simultaneous digital monitors are placed. By booking a tenth of the advertising volume, these areas offer the best conditions for generating multiple contacts.
Welcome columns

Format: 42”

Number: Total 10 columns
8 columns (single-sided)
2 columns (double-sided)

Ad/fade-in length: 10-seconds

Operating time:
18 hours (5:00 – 23:00), 365 days/year

Resolution:
Moving image | Animation | Still image
9:16, 1080 px x 1920 px (WxH)

File formats:
Still image: JPG
Moving image: wmv/VC1 (approx. 10Mbits/s)

Equipment:
Broadcast without sound

Production:
Comissioned by and at the expense of the client

Miscellaneous:
Clearance and installation by Flughafen München GmbH

Minimum booking volume 1 week**

Price*  | 1 week | 1 month | 3 months | 6 months | 1 year
---|---|---|---|---|---
1/6 of the advertising volume | €5,300 | €18,500 | €46,260 | €77,100 | €128,500
Exclusive occupancy | €15,900 | €55,510 | €138,780 | €231,300 | €385,500

*plus the statutory sales tax, AE: 10%
**Every additional day €875
Our package of digital columns for the Schengen area runs from the stairways, through the plaza area, all the way to first moving walkways: 15 columns, double-sided recordable are distributed over Level 04, with the monitors running simultaneously. Use this package to give your advertising message a fantastic platform and generate multiple instances of valuable contact with all passengers on this level.
Schengen columns

Format: 42"

Number: 15 columns (two-sided)

Ad/fade-in length: 10-seconds

Operating time:
18 hours (5:00 – 23:00), 365 days/year

Resolution:
Moving image | Animation | Still image
9:16, 1080 px x 1920 px (WxH)

File formats:
Still image: JPG
Moving image: wmv/VC1 (approx. 10Mbits/s)

Equipment:
Broadcast without sound

Production:
Commissioned by and at the expense of the client

Miscellaneous:
Clearance and installation by Flughafen München GmbH

Minimum booking volume 1 week**

<table>
<thead>
<tr>
<th>Price*</th>
<th>1 week</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 of the advertising volume</td>
<td>€5,100</td>
<td>€17,780</td>
<td>€44,460</td>
<td>€74,100</td>
<td>€123,500</td>
</tr>
<tr>
<td>Exclusive occupancy</td>
<td>€15,300</td>
<td>€53,350</td>
<td>€133,380</td>
<td>€222,300</td>
<td>€370,500</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
**Every additional day €840
Non-Schengen columns

Satellite, Level 05

Positioned at the entrance to the Level 05 staircases, this option means that you reach all passengers on their way to and from the gates. Additional touch-points are positioned on the north main street, meaning that you reach all passengers multiple times on their way to the lounge. The package is made up of eight double-sided columns, which all run simultaneously.
Non-Schengen columns

Format: 42”
Number: 8 columns (two-sided)
Ad/fade-in length: 10-seconds
Operating time: 18 hours (5:00 – 23:00), 365 days/year
Resolution: Moving image | Animation | Still image 9:16, 1080 px x 1920 px (WxH)
File formats: Still image: JPG Moving image: wmv/VC1 (approx. 10Mbits/s)
Equipment: Broadcast without sound
Production: Comissioned by and at the expense of the client
Miscellaneous: Clearance and installation by Flughafen München GmbH

<table>
<thead>
<tr>
<th>Price*</th>
<th>1 week</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 of the advertising volume</td>
<td>€3,200</td>
<td>€11,230</td>
<td>€28,080</td>
<td>€46,800</td>
<td>€78,000</td>
</tr>
<tr>
<td>Exclusive occupancy</td>
<td>€9,600</td>
<td>€33,690</td>
<td>€84,240</td>
<td>€140,400</td>
<td>€234,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
**Every additional day €530

| Minimum booking volume 1 week** |
Digital Landscape
Take-Off Boards

Terminal 1, Level 04

Our digital advertising spaces in Terminal 1 are located centrally in front of security control and offer you an unique way of advertising. Your message will be displayed right next to flight information boards and will reach particular attention in the visual field of departing passengers and their bringers in Terminal 1. The digital boards are available in every module of Terminal 1 (modules A-D). The digital hanging spaces are located directly at the entrance of the respective security control.
## Take-Off Boards

![Diagram of Take-Off Boards](image)

### Format:
3x4 monitors (46"")

### Number:
4 areas

### Ad/fade-in length:
Ad length 10-, 15-, 20-, or 30-seconds

### Operating time:
18 hours (5:00 – 23:00), 365 days/year

### Resolution:
- Video: 3840px x 2160px + image/logo
- 5760px x 1080px (optional full screen over the whole space: 5760px x 4320px)

### File formats:
- 16:9 plus logo/image bar
- 4K video possible in format 4:3

### Equipment:
Broadcast without sound

### Production:
Commissioned by and at the expense of the client

### Miscellaneous:
Clearance and installation by Flughafen München GmbH;
Specifications with reservation and subject to change regarding final installation

### Price*

<table>
<thead>
<tr>
<th></th>
<th>1 week</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 areas (1/4 of the advertising volume)</td>
<td>€9,600</td>
<td>€33,120</td>
<td>€82,800</td>
<td>€138,000</td>
<td>€230,000</td>
</tr>
<tr>
<td>4 areas Exclusive occupancy</td>
<td>€28,800</td>
<td>€99,360</td>
<td>€248,400</td>
<td>€414,000</td>
<td>€690,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%

**Additional days €1,590 / 4 areas

**Minimum booking volume 1 week**

---

*MAC Forum*
Terminal 2
To Departures
Munich Airport Center
Module B
Module C
Module D
MAC Forum Terminal 2
Our new digital Welcome Boards will give you undivided attention in the baggage claim areas (modules A, C, D, E) of Terminal 1. In addition to the dominant positioning and undivided attention, you benefit above all from the high dwell time of our passengers while they wait for their luggage. Thanks to moving images, you can address your target group as emotionally as possible. With the network booking of all Welcome Boards, you are guaranteed to reach all arriving passengers in modules A, C, D, E of Terminal 1.
Welcome Boards

**Format:**
4.50 m x 2.50 m (WxH)

**Number:** 4
1 Welcome Board per baggage claim in the modules A, C, D, E

**Ad/fade-in length:**
Ad length 10-, 15-, 20-, or 30-seconds

**Operating time:**
18 hours (5:00 – 23:00), 365 days/year

**Resolution:**
1920px x 1080px (FullHD)

**File formats:**
16:9 FullHD + still image JPG

**Equipment:**
Broadcast without sound

**Production:**
Commissioned by and at the expense of the client

**Miscellaneous:**
Clearance and installation by Flughafen München GmbH

<table>
<thead>
<tr>
<th>Price*</th>
<th>1 week</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 areas (1/4 of the advertising volume)</td>
<td>€9,600</td>
<td>€33,120</td>
<td>€82,800</td>
<td>€138,000</td>
<td>€230,000</td>
</tr>
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<td>€28,800</td>
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<td>€248,400</td>
<td>€414,000</td>
<td>€690,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
**Additional days €1,590/ 4 areas

Minimum booking volume 1 week**
The media facade is located directly beside the entrance to the Duty-free shop in the non-public area of Terminal 2, meaning it occupies the most central position on Level 04. Use the centrally-located digital advertising medium in Terminal 2 to present your advertising message.
### Media facade Plaza

**Format:**
- 3.08 m x 1.74 m; 3x3 monitors (46”)

**Number:** 1

**Ad/fade-in length:** 10-, 15-, 20-, or 30-seconds

**Operating time:** 18 hours (5:00 – 23:00), 365 days/year

**Resolution:**
- 1920 px x 1080 px (WxH) FullHD or
- 3480 px x 2160 px (BxH) UHD or
- 4098 px x 2340 px (WxH) native resolution / for still pictures

**File formats:**
- 3x3 video wall single screen:
  - 1366 px x 768 px (WxH)
- Still image: JPG
- Moving image: H264 im mp4-Container
  (bitrate: 15 - 40 Mbit/s)

**Equipment:**
- Broadcast without sound

**Production:**
- Commissioned by and at the expense of the client

**Miscellaneous:**
- Clearance and installation by Flughafen München GmbH
- Minimum booking volume 1 week**

---

**Price**

<table>
<thead>
<tr>
<th></th>
<th>1 week</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 of the advertising volume</td>
<td>€10,600</td>
<td>€36,720</td>
<td>€91,800</td>
<td>€153,000</td>
<td>€255,000</td>
</tr>
<tr>
<td>Exclusive occupancy</td>
<td>€31,800</td>
<td>€110,160</td>
<td>€275,400</td>
<td>€459,000</td>
<td>€765,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
**Every additional day €1,750
Welcome Wall

Terminal 2, Level 03

After leaving the baggage claim, our digital Image-Wall is the first advertising space in the public area. In the bright and central pick-up waiting area you will meet passengers and their collectors from the terminal 2 and satellite. You can make sure that the arrivals through your advertising message are warmly welcomed in Munich. A reduction to a maximum of 4 customers makes this digital surface the ideal surface for your advertising.
Welcome Wall

**Format:**  
11.70 m x 1.46 m (WxH)

**Number:** 1

**Ad/fade-in length:** 10-, 15-, 20-, or 30-seconds

**Operating time:**  
18 hours (5:00 – 23:00), 365 days/year

**Resolution:**  
4608 px x 576 px (WxH)

**File formats:**  
Mp4 container, with H264 or H265 video codec; Still Image JPG (Recommendation: high-resolution source material)

**Equipment:**  
Broadcast without sound

**Production:**  
Commissioned by and at the expense of the client

**Miscellaneous:**  
Clearance and installation by Flughafen München GmbH

**Price*:**

<table>
<thead>
<tr>
<th></th>
<th>1 week</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 of the advertising volume</td>
<td>€11,000</td>
<td>€38,160</td>
<td>€95,400</td>
<td>€159,000</td>
<td>€265,000</td>
</tr>
<tr>
<td>Exclusive occupancy</td>
<td>€33,000</td>
<td>€114,480</td>
<td>€286,200</td>
<td>€477,000</td>
<td>€795,000</td>
</tr>
</tbody>
</table>

* plus the statutory sales tax, AE: 10%

**Every additional day €1,815**

**Minimum booking volume 1 week**
Central access package

Satellite, Level 04

With displays located directly on the walkway used by passengers travelling by train (PTS) to or from Terminal 2, our digital Central Access Area package is the ideal way to make sure your brand’s message reaches Schengen passengers. Transfer passengers in the satellite travelling from Schengen to non-Schengen countries and vice versa will also pass through this area. The package is made up of 4 wall monitors, which all run simultaneously. Thanks to full advertising volume and a maximum limit of 4 clients, these digital displays are the ideal showcase for your brand’s message.
Central access package

Format:
- approx. 3.96 m x 1.50 m (WxH)
- 3x2 monitors (60’’)

Number: 4

Ad fade-in length:
- 10-, 15-, 20-, or 30-seconds

Operating time:
- 18 hours (5:00 – 23:00), 365 days/year

Resolution:
- 3x2 monitor walls: 4098 px x 1536 px (WxH)

File formats (Recommendation):
- 16:9 FullHD or UHD Film + Still Image JPG (1366 px x 1536 px)

Equipment:
- Broadcast without sound

Production:
- Commissioned by and at the expense of the client

Miscellaneous:
- Clearance and installation by Flughafen München GmbH

Price*

<table>
<thead>
<tr>
<th></th>
<th>1 week</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 of the advertising volume</td>
<td>€11,900</td>
<td>€41,040</td>
<td>€102,600</td>
<td>€171,000</td>
<td>€285,000</td>
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<tr>
<td>Exclusive occupancy</td>
<td>€35,700</td>
<td>€123,120</td>
<td>€308,000</td>
<td>€513,000</td>
<td>€855,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%

**Every additional day €1,960

Minimum booking volume 1 week**
Passenger walkway package

Satellite, Level 04

Covering along the passenger walkway and the gates on Level 04, this digital wall package has everything you need to make sure your advertising message reaches all Schengen passengers. The package is made up of 12 wall surfaces which stretch along the length of the passenger walkway and the waiting areas near the gates on Level 04. All the monitors run at the same time. Your message will therefore reach all Schengen passengers in this area. You will be one of a maximum of four exclusive advertising clients on these digital displays. Four corner displays offer a unique format for your campaign.
Passenger walkway package

Format:
3x2 areas: approx. 3.96 m x 1.50 m (WxH)
3x2 monitors [60”]
2x2 areas: approx. 2.64 m x 1.50 m (WxH)
2x2 monitors [60”]

Number: 12 areas
8 areas with 3x2 monitors
4 areas at right angles with 3x2 and 2x2 monitors

Ad/fade-in length: 10-, 15-, 20-, or 30-seconds

Operating time: 18 hours (5:00 – 23:00), 365 days/year

Resolution:
5x2 monitor walls total: 6830 px x 1536 px (WxH)
3x2 monitor walls: 4098 px x 1536 px (WxH)
2x2 monitor walls: 2732 px x 1536 px (WxH)

File formats [Recommendation]:
16:9 FullHD or UHD Film + Still Image JPG
(1366 px x 1536 px)

Equipment: Broadcast without sound

Production:
Commissioned by and at the expense of the client

Miscellaneous:
Clearance and installation by Flughafen München GmbH
Minimum booking volume 1 week**

Price*

<table>
<thead>
<tr>
<th></th>
<th>1 week</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 of the advertising volume</td>
<td>€17,000</td>
<td>€59,040</td>
<td>€147,600</td>
<td>€246,000</td>
<td>€410,000</td>
</tr>
<tr>
<td>Exclusive occupancy</td>
<td>€51,000</td>
<td>€177,120</td>
<td>€442,800</td>
<td>€738,000</td>
<td>€1,230,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
**Every additional day €2,800
Non-Schengen package

Satellite, Level 05

Throughout the entire central area on Level 05, these 6 wall displays will make sure that all passengers to non-Schengen destinations have your undivided attention. All monitors in this package also run simultaneously. Thanks to the 100% advertising volume and a maximum limit of 4 clients, these digital displays are the ideal solution for your brand's message.
Non-Schengen package

**Format:**
- 3x2 areas: approx. 3.96 m x 1.50 m (WxH)
- 3x2 monitors [60”]
- 2x2 areas: approx. 2.64 m x 1.50 m (WxH)
- 2x2 monitors [60”]

**Number:** 6 areas
- 4 areas with 3x2 monitors
- 2 areas with 2x2 monitors

**Ad/fade-in length:** 10-, 15-, 20-, or 30-seconds

**Operating time:** 18 hours (5:00 – 23:00), 365 days/year

**Resolution:**
- 3x2 monitor walls: 4098 px x 1536 px (WxH)
- 2x2 monitor walls: 2732 px x 1536 px (WxH)

**File formats [Recommendation]:**
- 3x2 monitor walls: 16:9 FullHD or UHD Film + Still image JPG (1366 px x 1536 px)
- 2x2 monitor walls: 16:9 FullHD or UHD Film

**Equipment:** Broadcast without sound

**Production:** Commissioned by and at the expense of the client

**Miscellaneous:**
- Clearance and installation by Flughafen München GmbH
- Minimum booking volume 1 week**

<table>
<thead>
<tr>
<th>Price*</th>
<th>1 week</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 of the advertising volume</td>
<td>€7,200</td>
<td>€25,200</td>
<td>€63,000</td>
<td>€105,000</td>
<td>€175,000</td>
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<tr>
<td>Exclusive occupancy</td>
<td>€21,600</td>
<td>€75,600</td>
<td>€189,000</td>
<td>€315,000</td>
<td>€525,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
**Every additional day €1,190
AIRPORT Special

Branding
Luggage belt advertising
Giant posters
Branding
Using the glass balustrade in the arrivals area of Terminal 2 enables you to reach all visitors and airport transfer drivers who welcome the incoming passengers.

**Branding glass balustrade arrival area**

**Terminal 2, Level 03**

Using the glass balustrade in the arrivals area of Terminal 2 enables you to reach all visitors and airport transfer drivers who welcome the incoming passengers.
Branding glass balustrade arrival area

Format:
Following consultation

Number:
3 spaces (branding in direction of pick up area)

Material:
Film B1

Production:
€4,830** incl. assembly and disassembly

<table>
<thead>
<tr>
<th></th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price*</td>
<td>€28,800</td>
<td>€72,000</td>
<td>€120,000</td>
<td>€200,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.
Brand glass balustrades drivers` waiting area

Terminal 1, Level 04

Using the glass balustrades in the respective modules means you will reach all incoming passengers in Terminal 1. When leaving the baggage claim, all of these passengers pass your prominently-positioned advertising space. Your advertising message receives lasting attention from airport transfer drivers in the respective modules, as they welcome incoming passengers in front of the glass balustrades.
Branding glass balustrades drivers` waiting area

Format: On request

Number: 8 glass areas (Modules A, C, D and E)

Material: Film B1, semi-transparent (fire protection category B1)

Production incl. assembly and disassembly: €13,100**

<table>
<thead>
<tr>
<th>Price*</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>€14,400</td>
<td>€36,000</td>
<td>€60,000</td>
<td>€100,000</td>
<td></td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.
Using the glass balustrades in the respective modules means you will reach all incoming passengers in Terminal 1 and Terminal 2. When leaving the baggage claim, all of these passengers pass your prominently-positioned advertising space. Your advertising message receives lasting attention from airport transfer drivers in the respective modules, as they welcome incoming passengers in front of the glass balustrades.
Branding glass balustrades drivers’ waiting area

Format:
Following consultation

Number:
Terminal 1:
8 glass areas (Modules A, C, D and E)

Terminal 2:
3 spaces (branding in direction of pick up area)

Material:
Film B1, semi-transparent (fire protection category B1)

Production:
€17,930** incl. assembly and disassembly

Price package (Terminal 1 and Terminal 2)*

<table>
<thead>
<tr>
<th></th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>€40,030</td>
<td>€100,080</td>
<td>€166,800</td>
<td>€278,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.
Branding revolving doors

Terminal 2, Level 03/04

Our advertising spaces on the revolving doors of the entrances and exits of Terminal 2 are unmissable. Your advertising message on the central entrances and exits of the Terminal will attract the attention of all passengers, visitors, airport transfer drivers and employees. This creates direct media contact.
Branding revolving doors

Format:
880 mm x 2,410 mm (WxH)
1,145 mm x 2,410 mm (WxH)
1,250 mm x 2,410 mm (WxH)

Number:
Level 04: 12 coverable revolving doors
Level 03: 8 coverable revolving doors and
Booking per level possible on request

Material:
Film

Production:
€30,200** for 20 revolving doors incl. assembly and disassembly

<table>
<thead>
<tr>
<th>Price package (Level 03 + Level 04)*</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€38,880</td>
<td>€97,200</td>
<td>€162,000</td>
<td>€270,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport.

Plus the statutory sales tax.
By placing your brand on electrical outlet covers, you can achieve high-impact communication due to the large number of covers and their presence throughout the terminal. Your brand message will reach all passengers in the Schengen and Non-Schengen departure areas, who will be exposed to your campaign for long periods of time due to their waiting time in the terminal and at the gate. Because these spaces are marketed to only one advertising client at a time, your message will have the exclusive attention of your potential target group.
Electrical outlet covers

Price for all sockets*

<table>
<thead>
<tr>
<th></th>
<th>6 month</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€270,000</td>
<td>€450,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport.

Plus the statutory sales tax.

Format:
Details upon request

Number:
Terminal 2: 465 spaces
SAT: 346 spaces
Terminal 1: 450 spaces

Production incl. assembly and disassembly:
Full wrapping:
€36,800** in Terminal 2 and SAT
€13,225** in Terminal 1

Partial wrapping:
€24,265** in Terminal 2 and SAT
Your advertising message on our baggage trolleys will be sure to attract passengers’ attention. This advertising medium is high-quantity and used across a wide area, meaning that it addresses a high number of passengers and visitors. A full-coverage baggage trolley booking will give you the greatest possible reach. Both sides of the advertising signs on the baggage trolleys can be designed.
Branding baggage trolleys

**Format:**
500 mm x 400 mm (WxH), both sides

**Number:**
Terminal 1 and 2: 2,700 trolleys

**Material:**
Aluminium plates

**Production:**
On request

---

**Price for 2,700 baggage trolleys**

€227,000

*plus the statutory sales tax, AE: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.
Branding car park tickets

Entire area

Take the opportunity to put your advertising on our car park tickets. Your brand is added to 1 million tickets and you can even specify which car parks and holding zones these are used in. This means, for example, that you can very successfully reach business travellers, or even private travellers arriving or leaving by car.
Branding car park tickets

**Format:**
Standard-size tickets. Printable on one side.

**Number:** 1,000,000

**Production:**
Upon request

**Additional costs:**
Assembly and disassembly upon request

**Miscellaneous:**
The minimum acceptance quantity is 1 million tickets, which are used in the selected car parks until they are used up.

<table>
<thead>
<tr>
<th>Price*</th>
<th>1 million tickets</th>
</tr>
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<tbody>
<tr>
<td>€40,000</td>
<td></td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
WLAN branding

Campus-wide

Target group based and measurable across the entire airport campus: WLAN branding makes it possible for you! Depending on their origin, you have the option of addressing our passengers in German or English. Use the full potential of WLAN branding and display individual motifs on each terminal in order to reach your target group as effectively as possible. While predominantly European and international airlines such as Emirates, Air France, KLM and many others depart from Terminal 1, Lufthansa starts in Terminal 2 with its Alliance partners. The measurability of the product provides you with information about how many passengers your advertisement was seen by.
WLAN branding

You have the option of displaying individual content depending on the building (Terminal 1 including MAC & MAC Forum, Terminal 2, satellite).

<table>
<thead>
<tr>
<th>Price*</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>€17,500</td>
<td>€52,500</td>
<td>€90,000</td>
<td>€180,000</td>
<td></td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%, duration discount from 6 months included in the media price

Book now and directly in the focus of the user the login area of the Munich Airport WLAN!

Branding options in the login process:
Page 2 „Go online“: image, text
Page 3 „commerzialisation side“: image, text, link

Formats:
s. data sheet

Recording costs:
€170 per assembly
Luggage belt advertising
A high-credibility way to convey your advertising message is available in the form of advertising objects on the luggage belts in the modules A, C, D und E. The fact that passengers stay next to the belts for a while, and the advertising objects are always in front of the luggage on the belts means that these advertising media are in the direct line of view for your target group.

**Terminal 1, Level 04**

A high-credibility way to convey your advertising message is available in the form of advertising objects on the luggage belts in the modules A, C, D und E. The fact that passengers stay next to the belts for a while, and the advertising objects are always in front of the luggage on the belts means that these advertising media are in the direct line of view for your target group.
Advertising objects luggage belts

**Format:**
Format/location following consultation

**Number:**
In each instance, 2 objects in Modules A, C, D and E. This advertising is booked per module. As there are two luggage belts in each module, one advertising object is positioned on each luggage belt.

**Material:**
Following consultation

**Production:**
Prices upon request

**Additional costs:**
- Price for both cylinders: €1,950**
- Rent for both cylinders: €690**

<table>
<thead>
<tr>
<th>Price per module*</th>
<th>1 month</th>
<th>3 months</th>
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<th>1 year</th>
</tr>
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<tbody>
<tr>
<td>€4,890</td>
<td>€12,240</td>
<td>€20,400</td>
<td>€34,000</td>
<td></td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.
Our advertising objects on luggage belts in the central baggage claim are very effective and always an eye catcher. The time that passengers need to spend next to the belts and the ideal positioning of individual advertising media mean that your advertising message will receive the direct attention of incoming passengers.
Advertising objects luggage belts

Format:
780 mm x 450 mm (diameter x H)

Number:
7 luggage belts, which can each be booked individually with up to 2 advertising objects.

Material:
Following consultation,
Maximum weight per object: 20 kg

Production:
Upon request

Additional costs:
Price for both cylinders: €1,950**
Rent for both cylinders: €690**

Miscellaneous:
Objects are assembled on round base supports
(set up and installed by Flughafen München GmbH).
The object must not project beyond the edge of the base support.

<table>
<thead>
<tr>
<th>Price per object*</th>
<th>1 month</th>
<th>3 month</th>
<th>6 month</th>
<th>1 year</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>€12,960</td>
<td>€32,400</td>
<td>€54,000</td>
<td>€90,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.
Giant Poster
The large-format areas on car park P90 are ideal for ensuring that your advertising message reaches a wide audience. Directly next to the „Visitors Park” S-Bahn stop, you will not only reach all passengers but also visitors travelling to and from the airport on the S-Bahn. You are also guaranteed the first and final contact for all those travelling to and from the Airport via the central approach road.
Giant poster central access road

Format:
North-east/North-west: 30.22 m x 15.88 m (WxH)
West: 21.90 m x 15.88 m (WxH)

Number: 3

Material:
on request

Production:
€36,000** for three giant poster

Additional costs:
Assembly and disassembly including cleaning
(subject to weather conditions)
€22,860** for three giant posters

Miscellaneous:
subject to approval from the District Office of Erding

Price package*
1 year

€355,000

*plus the statutory sales tax AE: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport.
Plus the statutory sales tax.
Our giant posters on the facades of business car park P20 are unmissable. The posters are visible from a distance to passengers who are travelling to Terminal 2 by car, returning their rental car or leaving their car in the largest parking garage at our campus. The sheer size of your advertising will make it a true headturner!
Giant poster business car park

Format:
20.00 m x 12.00 m (WxH)

Number: 6, each of that:
- 2 on the east facade of P20
- 2 on the west facade of P20
- 2 on the south facade of P20

Material:
Mesh

Production:
€6,560** per giant poster

Additional costs:
Assembly and disassembly per giant poster
(subject to weather conditions) including cleaning:
€4,370**

<table>
<thead>
<tr>
<th>Price per giant poster*</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>1 year</th>
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<tbody>
<tr>
<td></td>
<td>€45,360</td>
<td>€113,400</td>
<td>€189,000</td>
<td>€315,000</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax AE: 10%

**production and change assembly costs are at the expense of the client and commissioned by Munich Airport.

Plus the statutory sales tax.
Brand Experience

Promotion spaces
Exponat spaces
Event spaces
Promotion spaces
In the heart of the Munich Airport Center, not only can you address passengers travelling through Terminal 1 directly and personally, but you can also reach those visiting the fantastic restaurants and diverse shopping options. The promotion locations are based in front of the slanting corridors leading to the different modules. In the MAC Forum, at Europe’s largest covered open-air space, you can further approach passengers on their way between Terminal 1 and Terminal 2.
Promotion locations MAC, MAC Forum and Terminal 1

Public area:
Access to A-B (two possible locations)
Maximum area:
2.00 m x 4.50 m x 2.10 m (LxWxH)
2.50 m x 1.20 m x 2.10 m (LxWxH)
Stand size following consultation

Access to C-E (two possible locations)
Maximum area:
2.00 m x 4.50 m x 2.10 m (LxWxH)
2.50 m x 1.20 m x 2.10 m (LxWxH)

Munich Airport Center Forum
Maximum area:
4.00 m x 10.00 m x 5.00 m (LxWxH)
Stand size following consultation

Additional costs:
See general terms and conditions

Discount:
In the event of consecutive promotion periods of 15 days or more, we will be happy to offer you a discount of 10%.

Miscellaneous:
Sampling Gate Targeting possible on request

Price*  | 7 days [minimum use] | Each additional day
---|---|---
MAC, Terminal 1 | €7,350 | €1,050
MAC Forum | €8,750 | €1,250

*plus the statutory sales tax, AE: 10%
In the Munich Airport Center, you are doing more than just addressing those passengers travelling through Terminal 1; a mobile distribution of your sampling campaigns means that you can reach customers in the car rental centre or guests visiting the restaurant that is located there. With a sampling campaign in the central MAC Forum, you have the opportunity to present your brand to passengers passing between Terminal 1 and Terminal 2.

In Terminal 1 you have the option of reaching all passengers departing there in the public and non-public areas and in the individual modules.

Sampling MAC Forum, MAC and Terminal 1
Sampling MAC Forum, MAC and Terminal 1

Location by arrangement
[Central area, Munich Airport Center Forum, Terminal 1]

Additional costs:
See general terms and conditions

Discount:
In the event of consecutive promotion periods of 15 days or more, we will be happy to offer you a discount of 10%.

<table>
<thead>
<tr>
<th></th>
<th>5 days (minimum allocation)</th>
<th>Each additional day</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAC, Terminal 1</td>
<td>€4,750</td>
<td>€950</td>
</tr>
<tr>
<td>MAC Forum</td>
<td>€5,250</td>
<td>€1,050</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
Sampling
Terminal 2 and SAT

Terminal 2 and Satellite

In all areas of Terminal 2 you have the opportunity to use a promotion to directly reach travelers in public or non-public areas. For example, you can place your promotion in the arrival area or in the baggage claim area, in the Check-in area, in the plaza or in the piers.

On our promotional space on the satellite, you have the opportunity to convince the travelers exclusively of your product. You can place your promotion in the plaza area or in the outsourced departure and arrival areas. There you can meet all passengers of Lufthansa and their partner airlines. All travelers are able to switch between buildings without departing in satellite and try the varied shopping and dining options. Through a mobile promotion you will reach the entire level.
Sampling Terminal 2 and SAT

**Price**

- **5 days (minimum allocation)**: €4,650
- **Each additional day**: €930

*plus the statutory sales tax, AE: 10%*

---

**Location by arrangement**

Public or non-public area possible, e.g. check-in or plaza area

**Additional costs:**

See general terms and conditions

**Discount:**

In the event of consecutive promotion periods of 15 days or more, we will be happy to offer you a discount of 10%.
With a location in the central Check-in area of Terminal 2, you will reach all departing passengers on the way to the check-in facilities or to security control. The locations in the non-public area of the North Plaza, opposite the „Käfer” restaurant and directly next to the Lufthansa HON-Lounge; as well as the Central Plaza, in the direct vicinity of the Aigner, Burberry and Boss brand shops; or the South Plaza with the Business Lounge nearby, guarantee that all departing passengers will be addressed on their onward journey within the terminal. While departures to destinations within Germany are generally in the North, departures to Schengen regions fly from the South part.

Promotion location
Check-in/Plaza

Terminal 2, Level 04

With a location in the central Check-in area of Terminal 2, you will reach all departing passengers on the way to the check-in facilities or to security control. The locations in the non-public area of the North Plaza, opposite the „Käfer” restaurant and directly next to the Lufthansa HON-Lounge; as well as the Central Plaza, in the direct vicinity of the Aigner, Burberry and Boss brand shops; or the South Plaza with the Business Lounge nearby, guarantee that all departing passengers will be addressed on their onward journey within the terminal. While departures to destinations within Germany are generally in the North, departures to Schengen regions fly from the South part.
Promotion location Check-in/Plaza

Public area:
Check-In
Maximum area: 6.60 m x 3.60 m x 1.70 m (LxWxH)
Stand size following consultation

Non-public area:
North Plaza
Maximum area: 14.40 m x 4.80 m x 1.70 m (LxWxH)

South Plaza
Maximum area: 8.00 m x 7.20 m x 1.70 m (LxWxH)

Additional costs:
See general terms and conditions

Discount:
In the event of consecutive promotion periods of 15 days or more, we will be happy to offer you a discount of 10%.

<table>
<thead>
<tr>
<th>Price*</th>
<th>7 days [minimum use]</th>
<th>Each additional day</th>
</tr>
</thead>
<tbody>
<tr>
<td>per location</td>
<td>€7,700</td>
<td>€1,100</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
Promotion location Plaza

Terminal 2, Level 05

Our promotional spaces in the North, South and Central Plaza areas of Terminal 2 on Level 05 are particularly noticeable. Passengers travel in the direction of the North Pier or South Pier on their way to the gates. On this journey, they are required to pass the central promotional space and the northern promotional space directly in front of the Airbrau restaurant or the southern promotional space framed by a large number of shops.
Promotion location Plaza

Format:
- **Central Plaza**
  - Maximum area: 6.00 m x 3.60 m x 1.70 m (LxWxH)
- **North Plaza**
  - Maximum area: 9.60 m x 4.20 m x 1.70 m (LxWxH)
- **South Plaza**
  - Maximum area: 7.80 m x 7.20 m x 1.70 m (LxWxH)

Additional costs:
See general terms and conditions

Discount:
In the event of consecutive promotion periods of 15 days or more, we will be happy to offer you a discount of 10%.

<table>
<thead>
<tr>
<th>Price*</th>
<th>7 days [minimum use]</th>
<th>Each additional day</th>
</tr>
</thead>
<tbody>
<tr>
<td>per location</td>
<td>€6,160</td>
<td>€880</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
Promotion location SAT

Satellite, Level 04

On our promotional space on the satellite, you have the opportunity to convince the travelers exclusively of your product. You can place your promotion in the plaza area or in the outsourced departure and arrival areas. There you can meet all passengers of Lufthansa and their partner airlines. All travelers are able to switch between buildings without departing in satellite and try the varied shopping and dining options. Through a mobile promotion you will reach the entire level.
Promotion location SAT

Location by arrangement

Format:
Location 1: 25 m x 11.5 m (WxH)
Location 2: 6 m x 6 m (WxH)
Location 3: 7 m x 4 m (WxH)
Location 4: 13.7 m x 11.5 m (WxH)

Additional costs:
See general terms and conditions

Discount:
In the event of consecutive promotion periods of 15 days or more, we will be happy to offer you a discount of 10%.

<table>
<thead>
<tr>
<th>Price*</th>
<th>7 days [minimum use]</th>
<th>Each additional day</th>
</tr>
</thead>
<tbody>
<tr>
<td>per location</td>
<td>€7,700</td>
<td>€1,100</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
Promotion spaces in the terminals and the Munich Airport Center

General terms and conditions for leasing

Please note the following for product presentations, samplings or conducting sweepstakes:
1. In order to achieve campaign clearance, originals of all the material to be distributed must be submitted to Flughafen München GmbH.
2. In principle, selling goods, subscription advertising and contract conclusion are not permitted on site.
3. We would like to refer to the fact that airlines are only permitted to carry out campaigns in the terminal from which they operate.

Only small quantities of snacks/drinks may be distributed: In this instance, final approval must be collected from Flughafen München GmbH.

Promoters:
A maximum of 4 promoters may be used per location.

Access to the non-public area:
For campaigns in the non-public area, a security check is required for all promoters; this check takes 6 to 8 weeks and must be completed before the campaign starts. The costs incurred for the security check (per promoter) must be borne by the client.

Cleaning:
Any cleaning costs incurred are invoiced to you separately.

Storage:
Our service centre (Mr Rankl) will be happy to provide a quotation for this (telephone: +49 89 975 21380, email: josef.rankl@munich-airport.de).

Electricity, telecommunications:
Any electricity or telecommunications connections required may be provided on request and with separate commissioning. These are invoiced based on actual expense and consumption.

Parking:
The current parking charges for Munich Airport apply. Info available at: www.munich-airport.de/parken

Equipment:
For security reasons, the erection of partition walls is not permitted. All parts of the stand equipment must be classified as „low-flammability“ in accordance with DIN 4102-B1. The classification must be cleared by means of a materials inspection authority and be submitted to Flughafen München GmbH before the campaign begins. Clearance for the stand design is provided by Flughafen München GmbH.
Exponat spaces
Europe’s largest covered open-air space offers a huge range of options for your product launch! You can rent up to 3,200 m² of this popular 10,000 m² total area, and use it according to your individual needs. Fully equipped with media and communications technology, and all the required utility installations, this location in the heart of the airport is ideal for any launch looking for a special atmosphere.

Exhibition area Forum
Munich Airport Center

MAC Forum, Level 03
Exhibition area Forum Munich Airport Center

Format:
approx. 4.00 m x 10.00 m x 5.00 m (LxWxH)

Number: 1

Material:
Following consultation (fire protection class B1)

Equipment:
Available technology: Power connection, media connections (invoiced separately)

Availability:
The location is available to use throughout the year; however, seasonal weather conditions must be taken into account.

Production:
Commissioned by and at the expense of the client

Additional costs:
Assembly and disassembly on request
Flat rate for power installation: €575*

Miscellaneous:
Please note specifications for positioning exhibits

Price* 1 month 3 months 6 months 1 year

€33,120 €82,800 €138,000 €230,000

*plus the statutory sales tax, AE: 10%
Two passages connect Terminal 1 with the S-Bahn and the Munich Airport Center, in which there are many individual shops and restaurants as well as the rental car centre. The two central based exhibition locations make large-scale launches possible in an area of the airport that receives a high number of visitors.
Exhibition areas central area Munich Airport Center

Format: Format/location following consultation

Number: 2

Material: Following consultation (fire protection class B1)

Equipment: Power/data connection on request (invoiced separately)

Illumination: Partially through downlights

Production: Commissioned by and at the expense of the client

Additional costs: Assembly and disassembly on request
Flat rate for power installation: €575*
Flat rate for installation/removal of fire extinguishing system €575*

Miscellaneous: Specifications for positioning exhibits

Price per area*  
€11,880  €29,700  €49,500  €82,500

*plus the statutory sales tax, AE: 10%
With high visitor numbers making it the ideal location, this car exhibition area in Terminal two is positioned on Level 04 in the Check-in hall. The fact that this exhibition area is in the public area means that you have the opportunity to reach airport visitors with your message, alongside passengers who are either in the check-in area or on their way to the security check. The size and space around this site makes it a particularly good place to present car models.
Exhibition area Check-in hall

**Format:**
6.60 m x 3.60 m x 2.10 m (LxWxH)

**Number:**
1

**Material:**
Following consultation (fire protection class A1)

**Equipment:**
Power/data connection on request (invoiced separately)

**Illumination:**
Partially through downlights

**Production:**
Commissioned by and at the expense of the client.

**Additional costs**
- Assembly and disassembly on request
- Flat rate for power installation: €575*
- Flat rate for installation/removal of fire extinguishing system €575*

**Miscellaneous:**
Please note specifications on placing exhibits; only appropriate for car exhibits

<table>
<thead>
<tr>
<th>Price*</th>
<th>1 month</th>
<th>3 month</th>
<th>6 month</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>€28,800</td>
<td>€72,000</td>
<td>€120,000</td>
<td>€200,000</td>
<td></td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
Exhibition area Plaza

Terminal 2, Level 04

Our exhibition areas in the Central Plaza in Terminal 2 on Level 04 have a constant flow of visitors. After the security check, passenger flows divide into non-EU/inter-continental (departures one level up) and domestic/EU. Those travelling to destinations within the EU or Germany remain on Level 04 and use a central, wide corridor to access the Plaza area. Our center exhibition area is amid of the corridor, framed by the Dallmayr cafe, Travel Value shop and the watch shop „Look”; its location makes it unmissable for all passengers travelling within the EU/Germany. After their short stay in the plaza area the passengers walk in direction to pier south or pier north. Each there is a promotionally effective exhibition area, the particular technical equipment provided makes this advertising space a great fit for car exhibitions.
Exhibition area Plaza

Format:
Plaza North: 14.40 m x 4.80 m x 1.70 m (LxWxH)
Plaza South: 8.00 m x 7.20 m x 1.70 m (LxWxH)

The following applies for car exhibitions:
Plaza North: 14.40 m x 3.00 m x 1.70 m (LxWxH)
Plaza South: 8.00 m x 5.70 m x 1.70 m (LxWxH)

Number: 2 (North, South)

Material:
Following consultation (fire protection class B1)

Equipment:
Power/data connection on request (invoiced separately)

Illumination: Partially through downlights

Production:
Commissioned by and at the expense of the client.

Additional costs
Assembly and disassembly on request
Flat rate for power installation: €575*
Flat rate for installation/removal of fire extinguishing system €575*

Miscellaneous:
Please note specifications for positioning exhibits

Price per area* (plus the statutory sales tax, AE: 10%)

<table>
<thead>
<tr>
<th></th>
<th>1 month</th>
<th>3 month</th>
<th>6 month</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plaza North / Plaza South</td>
<td>€22,320</td>
<td>€55,800</td>
<td>€93,000</td>
<td>€155,000</td>
</tr>
</tbody>
</table>
Our exhibition area in the South Pier of Terminal 2 on Level 04 is always in the sightline of potential customers. After passing the security check, all domestic and Schengen customers stay on Level 04. South Pier starts with departure gates G31-G48 directly behind the South Plaza area. Because of the height and the location this area offers unique realization possibilities for your brand.
Exhibition area Pier

Format: 21.60 m x 9.60 m x 2.10 m (LxWxH)

Number: 1

Material: Following consultation (fire protection class B1)

Equipment: Power/data connection on request (invoiced separately)

Illumination: Partially through downlights

Production: Commissioned by and at the expense of the client.

Additional costs
Assembly and disassembly on request
Flat rate for power installation: €575*
Flat rate for installation/removal of fire extinguishing system €575*

Miscellaneous: Please note specifications for positioning exhibits

<table>
<thead>
<tr>
<th>Price*</th>
<th>1 month</th>
<th>3 month</th>
<th>6 month</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>€32,400</td>
<td>€81,000</td>
<td>€135,000</td>
<td>€225,000</td>
<td></td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
The tower forms the central hub and the heart of the satellite. It is visible from all levels in the building. Thanks to the surrounding food outlets, visitors will spend a long time in the area around the tower. Our exhibition area is located directly next to the food outlets, providing you with an effective way to present your products to our passengers and benefit from the long periods they spend in this area.
Exhibition area Plaza Tower

**Format:**
approx. 6.00 m x 6.00 m x 1.70 m (LxWxH)

**Number:** 1

**Material:**
Following consultation (fire protection class B1)

**Equipment:**
Power/data connection on request (invoiced separately)

**Illumination:**
Partially through downlights

**Production:**
Commissioned by and at the expense of the client.

**Additional costs**
Assembly and disassembly on request
Flat rate for power installation: €575*
Flat rate for installation/removal of fire extinguishing system €575*

**Miscellaneous:**
Specifications for positioning exhibits
No car exhibits possible

<table>
<thead>
<tr>
<th>Price*</th>
<th>1 month</th>
<th>3 month</th>
<th>6 month</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>€23,040</td>
<td>€57,600</td>
<td>€96,000</td>
<td>€160,000</td>
<td></td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
Exhibition area access Schengen

Satellite, Level 04

This central exhibition area is positioned directly in the main entrance for all Schengen passengers travelling from the train to the satellite from Terminal 2 and vice versa. In addition to all Schengen-only passengers, this free-standing area will also attract the attention of transfer passengers within the satellite moving from the Schengen level to the non-Schengen level and vice versa.
Exhibition area access Schengen

<table>
<thead>
<tr>
<th>Price*</th>
<th>1 month</th>
<th>3 month</th>
<th>6 month</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>€23,040</td>
<td>€57,600</td>
<td>€96,000</td>
<td>€160,000</td>
<td></td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%

Format:
- approx. 7.00 m x 4.00 m x max. 1.70 m (LxWxH)

Number: 1

Material:
- Following consultation (fire protection class B1)

Equipment:
- Power/data connection on request (invoiced separately)

Illumination:
- Partially through downlights

Production:
- Commissioned by and at the expense of the client.

Additional costs
- Assembly and disassembly on request
- Flat rate for power installation: €575*
- Flat rate for installation/removal of fire extinguishing system €575*

Miscellaneous:
- Specifications for positioning exhibits
Event spaces
Europe’s largest covered open-air space is ready for your events!
You can rent up to 3200 m² of the 10,000 m² in total, and use it on an individual basis. Fully equipped with media and communication technology and all the required utility installations, this location in the heart of the airport is ideal for any event looking for an extraordinary atmosphere. Whether it’s a sports event or car exhibition, the right place for your event is here below the 40 m high glass membrane ceiling. Examples of revolutionary events successfully held here include those hosted by Willi Bogner, Porsche and Audi.

Forum
Munich Airport Center

MAC Forum, Level 03
**Forum Munich Airport Center**

**Price (5 days minimum use)**
- **Per event day**: €10,400
- **Per set-up and disassembly day**: €5,200

*plus the statutory sales tax, AE: 10%*

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**For approx. 2,500 people**

**Usable space**: approximately 3,200 m²
Partial event space leasing is possible on request

**Equipment:**
Available technology: Electricity and heavy current connection, media connections (phone, fax, ISDN, Wi-Fi), water connection (following consultation)

**Sanitary facilities:**
Available (in the neighbouring buildings)

**Parking spaces:**
Close to the building with direct access (for a fee)

**Availability:**
The location is available to use throughout the year; however, seasonal weather conditions must be taken into account.

**Miscellaneous:**
Please note that our events in principle require the use of our catering partners and our internal cleaning service and IT service.
Ancillary costs will be calculated based on consumption or settled as a flat rate.
Vehicles for round trips can be positioned on our outdoor area, which is located on the balcony of the MAC Forum. In the heart of Munich Airport, this area is directly connected to the public transport network, as well as nearby parking spaces and many other amenities such as gastronomy, sanitary facilities and retail premises.
Gallery area Forum Munich Airport Center

<table>
<thead>
<tr>
<th>Gallery South</th>
<th>Usable area: approximately 1,000 m² [outdoor area]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment:</td>
<td>Available technology: Electricity connection</td>
</tr>
<tr>
<td>Sanitary facilities:</td>
<td>Public facilities available at the Terminals</td>
</tr>
<tr>
<td>Parking spaces:</td>
<td>Close to the building with direct access (for a fee)</td>
</tr>
<tr>
<td>Availability:</td>
<td>The location is available to use throughout the year; however, seasonal weather conditions must be taken into account.</td>
</tr>
</tbody>
</table>

Price*

<table>
<thead>
<tr>
<th>5 days [minimum use]</th>
<th>Each additional day</th>
</tr>
</thead>
<tbody>
<tr>
<td>€16,750</td>
<td>€3,350</td>
</tr>
</tbody>
</table>

*plus the statutory sales tax, AE: 10%
An exclusive atmosphere for your outdoor event! Our MUC Sky View event space on the roof of Terminal 2 provides your guests with a fantastic view over the apron and both runways. You can lease this unique open-air space for your exclusive summer event (maximum 500 guests). From Level 05, your guests use the impressive Skywalk to go through the Terminal Check-in hall and reach this perfect view.
MUC Sky View

For approximately 500 people

Dimensions:
approx. 100 m x 8.00 m (LxW)

Usable area: 800 m²

Usable traffic load:
5.0 KN|m

Equipment:
Available technology: Electricity and water connection

Sanitary facilities:
Available

Flat rate for ancillary costs
(Electricity and water) per day: €575

Availability:
Use depends on the weather; generally possible on a seasonal basis from 1 May to 30 September.

Music: Only following consultation

Miscellaneous:
Please note that our events in principle require the use of our catering partners and our internal cleaning service and IT service. Ancillary costs will be calculated based on consumption or settled as a flat rate.

Price*
Per event today | Per set-up and disassembly day
---|---
€2,800 | €1,800

*plus the statutory sales tax, AE: 10%
Additional information on the event locations

The following points must be observed for holding events:

1. The quotation applies subject to final clearance of the event concept.
2. Fire-prevention regulations must be complied with.
3. Requests from the fire department must be complied with without fail.
4. Escape routes and general transport areas must be kept clear.
5. There is a general ban on encroachment over appropriately-labelled areas.
6. Flughafen München GmbH provides clearance for the event design and event structure.
7. The organiser is responsible for collecting official approvals.

Additional event spaces are of course available on request.
Contact Munich Airport Advertising

Josip Stricevic  
Lead Advertising & Media  
Phone: +49 89 975 3 43 13  
email: josip.stricevic@munich-airport.de

Salesteam  
Phone: +49 89 975 3 43 01  
email: salesteam@munich-airport.de
General terms and conditions for advertising and promotion
1. Scope of application, contracting parties, data protection

These terms and conditions apply to all contractual relationships under which Flughafen München GmbH (FMG) or Terminal 2 Gesellschaft mbH & Co. oHG (T2 G, FMG and T2 G hereinafter also referred to as “We”) grant the contracting partner (also referred to as “Customer” or “You”, agency or directly advertising manufacturer or provider) a right to advertise at Munich Airport in any form whatsoever, especially on existing advertising media such as City Light Poster formats, on media set up by the Customer or in the form of personal promotion activities (contracts on the right to advertise). The Customer’s business or contract terms and conditions shall not apply, even if we are aware of them and do not expressly object to them. We collect, store and process data relating to your person, bank details, contracts and credit security in compliance with data protection requirements. Further details are provided in our separate privacy policy. This is not part of the contents of the contract. Please check the data specified regularly for correctness and inform us of any discrepancies or changes. We can request information from you at any time about your business and company situation, especially concerning all facts to be entered in the commercial register or to be notified to the registration court. If you are in default in providing such information notwithstanding a reminder, we can make enquiries with the commercial register or a credit agency and request you to reimburse any costs incurred.

2. Form for conclusion of the agreement and amendments

We normally issue a short standard-form contract with or without annexes (e.g. a site plan) to conclude or amend an agreement on advertising rights. It summarizes what media and what products, services or brands we grant advertising rights for and at what price (hereinafter referred to as „contractual documents”). If an advertising right is granted in full or in part for more than 1 year, the law (Sections 580, 550 and 126 of the German Civil Code [BGB]) requires a written contract signed by both parties [authorised signatories]. That also applies if ordinary termination of the agreement is permissible at a date later than 1 year [agreed minimum term]. Any modification or amendment to the agreement shall likewise require written form if its term is at least one year. Regardless of that – even if a shorter or no minimum term is agreed – a simplified written form is hereby also agreed for the agreement and amendments to it: This shall be fulfilled if the contractual documents have been sent by us in text form [Section 126b BGB; e-mail is sufficient] to you, printed out by you and the original copy has been signed as specified and sent by post to us or a copy of the signed printout has been returned to us by fax or to werbemedien@munich-airport.de. For as long as and insofar as you cannot yet take up our contractual service, in particular once the advertising has been carried out, the agreement shall be deemed not to have been concluded if at least the simplified written form specified herein has not been fulfilled [Section 154 (2) BGB]. This shall also apply if the minimum term is to last for longer than 1 year, contrary to Section 550 BGB, according to which the agreement would apply for an undefined period of time if written form has not been observed. However, as soon as and insofar as you can take up our contractual service, in particular once the advertising has already been placed, defects in the statutory form or the simplified written form envisaged herein shall no longer mean that the agreement has not been concluded; instead, each party shall be obliged towards the other party to work to fulfil the agreed or – if the agreed binding term is not required – statutory written form.

3. Scope of advertising rights

The advertising right may be exercised only for the products, services or brands and only for the advertising party as agreed in each case. You shall require our consent to transfer rights from the advertising agreement to a third party or to allow a third party to use said rights. You shall not have a right to terminate the agreement if such consent is not granted. Any entitlement to exclusivity, to restraint of competitors of the contractual partner or the advertised manufacturer/provider or the advertised products, services and brands or due to comparative advertising by competitors shall be excluded. If advertising is set up outside existing advertising media, we can demand at any time that it be moved to another, comparable location if the airport’s operations so require. In the case of promotions, the right to advertise does not comprise the conclusion or initiation of contracts for a pecuniary interest on site. The campaign must not extend beyond the visible radius of the location in question. A stand or other erected objects must be supervised constantly and removed outside the times of the campaign. Pester or obtrusive conduct shall not be permitted; people who are waiting or otherwise need to remain in their location must not be approached or spoken to without request and uninterested persons must not be approached or spoken to again.
4. Production, design, preparation

The customer shall have the advertising and everything required to set it up at the location (advertising media not existing there, promotional stand, etc.) produced on its behalf at its own expense and remove them from the location when the agreement ends. The same applies to all other services required as part of that. All materials must be classified as „hardly inflammable“ in accordance with DIN4102-B1.

Any production submissions (draft of the advertising, work plans for advertising media and other objects affixed in a stationary manner, etc.) shall require our prior consent. You shall be responsible for providing us with the submission in good time so that production can be carried out by the agreed start of the agreement. You shall not have the right to our consent or, if our consent is denied, to any claim or other right against us; a modified submission must be provided at your expense.

The customer shall be solely responsible for ensuring that the advertising and the other objects to be produced by the customer comply with all pertinent legal and technical regulations and requirements. If advertising or other objects produced by the customer do not have our consent, we can demand that the objects produced be removed or that its legal or technical defect be rectified or remove or rectify the objects ourselves after setting the customer a reasonable period of time to do and this period of time expires with no result, as well as demand reimbursement of the necessary costs. Persons who regularly enter restricted-access areas shall require an airport security ID card, must have clearing as part of an official background check and must have undergone air security training. The FMG’s ID Card Office can provide you with more details of the regulations, fees and charges in this regard.

5. Maintenance, duty to ensure safety

You shall be obliged to keep the means of advertising and the other objects produced by you in an orderly, clean and tidy condition at your expense. You shall be solely responsible on our behalf for ensuring product safety and general safety as regards the objects you have produced and their installation at the location, including while they are being assembled or dismantled. You shall indemnify us against claims by third parties in this regard.

6. Value-added tax

If our services were to relate to leasing and so be exempt from value-added tax, we shall treat them as liable for tax in accordance with Section 9 (1) of the German Valid-Added Tax Law (UStG) [value-added tax option]. Our value-added tax option can – pursuant to Sections 9 (2) and 27 (2) UStG – depend on you (the service recipient) using the rented object solely for sales that do not exclude deduction of input tax (Section 9 (2) UStG Sentence 1); proof that these requirements are met must be furnished (Sentence 2). Please clarify this option with us if in doubt. Provide us immediately upon request with all the documents required for proof in accordance with Section 9 (2) UStG. You shall be liable to reimburse us for the damage we incur as a result of a violation of these provisions.

Stated payment amounts are, in cases of doubt, net and statutory value-added tax at the applicable rate shall be payable on them or, if leasing is free of value-added tax and cannot be treated as liable to tax, plus an appropriate surcharge.

7. Due date for payments, non-use of our services

Unless otherwise agreed, the payment shall be due at the start of the agreement’s term or, if it is defined on the basis of periods of time, at the start of the individual periods of time; if shorter periods of time have been defined for payment, the relevant portion must be paid at the beginning of each of the individual periods of time. If no due dates have been agreed, payments shall be settled on the basis of an invoice within 10 days of the invoice date. Any costs we incur as a result of debits that are not paid, countermanding of direct debits or uncovered cheques shall be reimbursed to us, without prejudice to further claims for damages. If you do not make use of the agreed advertising right or cannot make use of it for a reason on your part, this shall not discharge you from the duty to make the payment. This shall also apply in particular if you do not submit the advertising or the other objects to be produced to us in good time for approval or have not produced them by the agreed start of the agreement.

8. Security

In order to secure your liabilities from the contractual relationships, we can demand that you submit an absolute guarantee for a maximum fixed amount from a bank with authorization to conduct business in Germany to us at your expense. We can set the maximum amount at 6 times the monthly liabilities. If we satisfy claims from the guarantee or the guarantee otherwise expires, you shall top up or renew the guarantee.
9. Limitations to our obligations

The contractual exchange of services shall exist regardless of how many persons or what groups of persons can see the advertising as part of the airport’s operations. If passenger traffic is completely interrupted in the advertising’s range of visibility due to exceptional circumstances, we shall offer you – if we are responsible for said circumstances – reasonable compensation to the best of our ability in the form of an extension to your agreement or an alternative or additional location. Other rights and claims of yours shall be excluded, unless our compensation offer is unreasonable. If we are not responsible for the exceptional circumstances (e.g. cordon off the terminal by the security authorities, interruption to flight operations due to a strike), your rights and claims in this regard shall be excluded. Our statutory liability as landlord for defects or legal imperfections in title that existed at the time the agreement was concluded (Section 536a (1) BGB) is hereby excluded, unless we are responsible for the defects or imperfections. Claims for reimbursement of the loss of prospective profits or other indirect financial losses due to delay or failure to provide services on our part shall be excluded in all events. We shall not assume any obligation whatsoever to repair, maintain, take care of or store the advertising or the other objects produced by you. Our employees or vicarious agents shall not be personally liable to a greater extent than we ourselves are.

10. End of the agreement

You shall remove the advertising or the other objects produced by you in a proper manner and restore the prior condition at the location at your own expense by the final day of the agreement’s term. If you continue to use the advertising after the agreement’s term ends, the contractual relationship shall not be extended for an indefinite period of time as a result. We can demand the agreed or in the then usual payment as compensation for the duration of continued use, remove the advertising or the other objects produced by you after we have set a specific period of time for you to remove them and this period of time expires without result and demand reimbursement of the necessary costs.

11. Termination

If the contractual relationship has not been entered into for a definite period of time, it may be terminated ordinarily by either party, unless otherwise agreed, at the start of one of the periods of time defined for making the payment, effective when said period of time ends. Otherwise – before the start or during the defined term of the agreement – ordinary termination of the agreement shall not be possible. The right of either party to terminate the contractual relationship extraordinarily for an important reason subject to the statutory requirements shall remain unaffected. Irrespective of the statutory cases, an important reason for us shall be in particular if (1) you continue to act in breach of the agreement despite being warned to desist, in particular if you allow a third party to use the advertising right, violate your maintenance obligations or duty to ensure safety or, in the case of a promotion, violate your duties of conduct; (2) if you are in delay in making the payment to the extent of one month’s sum for longer than one month or are repeatedly in delay with it to a not inconsiderable extent; (3) where the advertising right cannot be granted up to the end of the agreement’s term for the purposes of fulfilling statutory or official requirements relating to operation of the airport. If we terminate the agreement in full or in part in such a case, you can terminate the rest of the agreement extraordinarily within 14 days of receiving the notice of termination; we shall refund you any prepayment you have made and offer you other available advertising opportunities; further rights, including claims for damages, shall be excluded. Termination of the agreement shall not be valid unless given in writing. Sending the notice in text form (Section 126b BGB) to the e-mail address (our e-mail address: werbemedien@munich-airport.de) or fax number specified by the recipient in correspondence relating to the agreement shall satisfy the agreed requirement for written form.

12. Place of performance, place of legislation, severability clause

The provisions of the Airport Rules and Regulations and Fire Safety Regulations for Munich Airport and any annexes to the agreement shall also apply. This agreement shall be subject exclusively to the law of the Federal Republic of Germany. The German version shall be authoritative in interpreting these provisions. Munich Airport campus shall be the exclusive place of performance for the obligations of both parties. Any disputes shall be settled solely before a competent court of law at the place of performance. If a provision of this agreement is or becomes invalid or there is a gap in the agreement, this shall not affect the remaining agreement; the gap shall be closed in a way that corresponds to the economic purpose of the agreement.